



MINUTES OF THE BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES, STATE OF CALIFORNIA

Violet Varona-Lukens, Executive Officer
Clerk of the Board of Supervisors
383 Kenneth Hahn Hall of Administration
Los Angeles, California 90012

At its meeting held March 30, 2004, the Board took the following action:

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The following statement was entered into the record for Supervisor Knabe:

"From April 24 through April 28, 2004, Los Angeles County will be hosting the Travel Industry Association (TIA) of America's International Pow Wow, which is the United States travel industry's premiere international travel marketplace. Over 5,300 international tour operators, international travel media and leading United States suppliers will meet in Los Angeles to negotiate \$3 billion of future United States travel business.

"Tourism is Los Angeles County's second largest industry. Over 255,000 County residents rely on tourism for their jobs. 22 million visitors spent \$11.3 billion in our County last year. One-fifth of the County's visitors are international and their spending accounts for one-third of the total visitor spending in the County.

"The TIA estimates that the County of Los Angeles could realize \$300 million in new travel business over the two-to-four year period following the Pow Wow. Supporting this international travel conference is a timely economic development opportunity to strengthen the recovery of Los Angeles County's tourism industry, as the 2004 buying period coincides with the forecasted recovery of international tourism to the United States in 2005.

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“To showcase Los Angeles’ newest cultural destination to the participants, the closing night event ‘LA Now... Wow’ will take place Wednesday, April 28, 2004, at the Music Center Performing Arts Center of Los Angeles County. The event includes an evening event on the Music Center Plaza, Grand Avenue, and a performance at Walt Disney Concert Hall. The events are designed to position the facility as the center of Los Angeles’ cultural community.”

Therefore, at the suggestion of Supervisor Knabe and on motion of Supervisor Burke, seconded by Supervisor Yaroslavsky, unanimously carried (Supervisor Knabe being absent), the Board waived fees in the amount of \$3,200.00, excluding the cost of liability insurance, for use of the Music Center Plaza for the Travel Industry Association's International Pow Wow, to be held April 28, 2004.

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Copies distributed:

- Each Supervisor
- Chief Administrative Officer
- County Counsel

Letters sent to:

- Executive Director, Los Angeles County
- Arts Commission
- President, Music Center